



## Sign up to meet with international food buyers

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MADISON –Food processors interested in growing their markets can meet one-on-one with international food buyers during the Midwest Buyers Mission on July 23 in Milwaukee. The event is designed for food companies that make products for the retail and foodservice industries. Companies that would be good fits include producers of fresh, organic or healthy foods; frozen or chilled foods; private-label foods; pet foods; specialty or gourmet foods and shelf-stable products.

Wisconsin companies should not hesitate to take advantage of this opportunity, which only comes to Wisconsin every two years, said DATCP economic development consultant Lisa Stout.

“This mission is a cost-effective way to meet buyers,” Stout said. “Additionally, participants will find value by meeting in-market representatives who can provide information on the potential for their products in overseas markets.”

Participants will be scheduled to meet one-on-one with food buyers from Asia, Europe, Canada, India, Mexico, Central and South America and the Middle East. Additionally, in-market representatives from Food Export Association of the Midwest who work in Brazil, China, Europe, the Middle East and Vietnam will be on hand to answer questions and help with market-specific insight.

Participants in the 2013 mission, which took place outside Wisconsin, reported \$9.62 million in sales, according to Food Export Association of the Midwest. Those participants expect an additional \$7.5 million in sales, according to the data.

The cost to participate is \$250 for those who register before Monday, May 19. After that, the cost is \$300. The final day to register is June 9.

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) along with Food Export Association of the Midwest are managing the event.

To view the buyers’ profiles or to register, visit [foodexport.org](http://foodexport.org). If you have questions, contact DATCP economic development consultant Lisa Stout at 608-224-5126 or [lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov).